GOVERNMENT OF INDIA
SMALL SCALE INDUSTRIES AND RURAL AND AGRO INDUSTR
LOK SABHA

UNSTARRED QUESTION NO:566
ANSWERED ON:25.07.2001
UPGRADATION OF KHADI
UMMAREDDY VENKATESWARLU

Will the Minister of SMALL SCALE INDUSTRIES AND RURAL AND AGRO INDUSTR be pleased to state:

(a) whether Government have taken any steps to broad-base the appeal of `KHADI`;

(b) whether the Government have made any efforts to involve well known designs to upgrade and spread appeal of `KHADI`;

(c) if so, the impact of such efforts;

(d) whether sales of KHADI has pushed up during the last three months; and

(e) the details of trends in sales of KHADI cloth during the last three years?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF SMALL SCALE INDUSTRIES AND RURAL INDUSTRIES, MINISTER OF STATE IN THE DEPARTMENT OF PERSONNEL AND TRAINING, DEPARTMENT OF PEN AND PENSIONERS WELFARE OF THE MINISTRY OF PERSONNEL, PUBLIC GRIEVANCES AND PENSIONS AND M OF STATE IN THE DEPARTMENTS OF ATOMIC ENERGY AND SPACE (SHRIMATI VASUNDHARA RAJE)

(a) to (c): Government have taken various steps to popularise the `Khadi` including contemporary design inputs. The steps taken by Khadi & Village Industries Commission in marketing the Khadi has made a considerable impact. The `Khoobsoorat` khadi which is an exclusive ladies wear has achieved considerable market. A new variety of khadi, namely, `Denim Khadi` has been successfully produced and marketed through the selected sales outlets in the country. As a result of these efforts, the khadi sector is now in a position to produce fabrics of high quality cloth which is used in manufacture of high fashion garments. The KVIC have also entered into collaboration with National Institute of Design (NID) for creation of new design inputs. Nine khadi institutions have been initially selected for this purpose.

(d): Normally, khadi sale picks up during the festival season including Gandhi Jayanti. As there was no festival during the last three months (April to June, 2001), the sales during the period would have been comparatively low.

(e): The details of trend in sales of khadi cloth in the last three years is as under :-

(Rs. in lakhs)

Year	Khadi Sales
1997-98	74590.42
1998-99	64782.80
1999-2000	63179.28